

## Marketing



**Equine.com** is the undisputed leader in the \$25 billion equine industry, connecting buyers, sellers and breeders of horses and related goods since 1995.

### **The Equine.com Advantage**

Advertising with Equine.com gives you access to the most extensive and technologically up-to-date presence on the web. Our internal engineering team stays on top of the latest technology and we're continuously upgrading our custom software and hardware to stay ahead of the competition.

Because we're the industry leader, we know the horse market better than anyone else and we've developed specialized tools to target specific users, such as elitehunterjumper.com, a site appealing to elite sport horse enthusiasts, which launched in 2004. Even more innovative efforts are coming in the near future.

### **Equine.com's Brand Awareness**

As an advertiser with Equine.com you can be sure that we actively promote our site in the industry's top national and regional publications throughout North America. We also maintain a strong presence in some of the most prestigious horse and trade shows year-round.

Equine.com's Co-brand Distribution Network enables marketing opportunities on several horse-related web sites, while our extensive outreach efforts build strong relationships with horse owners and enthusiasts.

### **Our Experience**

Although Equine.com has been around for nearly a decade, we have many more years of online and marketing experience, including work for such industry leaders as Yahoo! and Travelocity.com.